



Virtual Events

Book events, meet new people, grow your business and your paycheck to help us double in 2021.

Virtual Look Book Event | Pamela Anderson

When:

Monday, 4/19
5 pm PST / 8 pm EST

What:

Join Pamela Anderson for a faux FB event to show you how to run a Virtual Look Book Event! This will help you share products you love, meet new people and help you grow your business and your paycheck.

Who: All ambassadors should attend and encourage their communities to join them!

Where: Faux Virtual LookBook FB Group

How: Join the [exclusive event Facebook group](#) & watch live!

Step by Step

Step #1: Reach out to book!

Remember it's a numbers game! Reach out to 10 to book 1!

WTS: "Hi Sue! How are you? I was just thinking about you... our summer line launches next week and I would love to do a virtual event for you and your friends! We have a new, fun way to do an online event in a "virtual ladies lounge" where we browse through our collections together! It's just 30 minutes of fun with friends connecting over fashion and skincare, your friends get access to exclusive 50% off offers and you get to shop for free and 1/2 off as a thank you! No house cleaning needed, and I'll do all the work (and I'll do a giveaway too!) What do you think? Are there any weekday days/evenings that work best for you, or are weekends best? I hope you are well!"

Step #2: Hostess invites at least 40 using Facebook or Evite.

For both invitation methods, you as the ambassador should be the "cohost"

WTS: "Grab a glass of wine and join me in a virtual ladies lounge for a fun 30 minute Stella & Dot online catalogue party. Feel free to wear your pjs and get ready to relax and connect over style & skincare plus lots of gift ideas. My friend Pam, our S&D Ambassador, will also be doing a giveaway! Look forward to seeing you and feel free to invite a friend! xo, Sue

Zoom link: xxxxxxxxxxxxxxxxx

Step #3: Reminders go out in the morning/day of the event.

Host sends out text reminders to every guest with the zoom link! (This step is very important!)

Step #4: The Virtual Ladies Lounge (Zoom Event)

Have the Hostess Welcome everyone and introduce you, mimicking an in-home event.

You: "Thank" the hostess and welcome everyone, telling them to sit back and relax and tell them to feel free to ask questions or comment at any time!

Important: Have each guest TEXT you their name to be entered into your giveaway! Post your phone number in the chat to make it easy for them! Then, Screen share and walk through the look book with them! Remind them to type in the chat if anything catches their eye, ask any questions at any time! I find that it's more fun when people are chatting!

Step #5: Wrap up the Zoom event!

At the end of the zoom....Pick a winner! I like to give away mascara or lip Smooth. You can also give Stella cash!

Mention the round up, rise up in closing, as well as any charity boutiques such as April's Autism Awareness. Also, touch on the exclusive 50% off items. Thank

everyone again for joining & let them know you will be in touch to help with any of their styling, skincare & gifting needs.

“Goodnight everyone!”

Step #6: Follow up with guests via TEXT

Immediately following the zoom, text each guest (they texted you their name which makes it super easy to text back)! Thank them for coming and offer your assistance. Then, attach the hostess’s link (very important)

WTS: Hi Jen! Thank you so much for coming to Sue’s event! I had so much fun & hope you did too! Was there anything you were eyeing up? I’m here to help & can answer any questions you have 🤗! I noticed you were commenting about the Addie chandeliers. They are my favs and are so pretty & light weight! Just in case you need it, here is Sue’s link: www.stelladot.xxxxx

Thank you again!

Step #7: Thank your hostess again and LAST CALL!

It’s time for your hostess to text all of her guests, including those who couldn’t make it to the event with a “last call” message that includes the shopping link.

Most hostesses will do this in their own words. Feel free to share an image such as this one below to include with the message!

Step #8: Thank everyone!

Whether they ordered or not, invite them into your VIP group and offer to do an event for them with their friends and be sure to mention the Ambassador Opportunity too!

“Hi Tracy! Thank you so much for attending Sue’s event! It was so much fun & I loved meeting you! I hope you love your earrings! They are some of my favs! Thanks again!”

P.S. I’d love to invite you into my VIP group! We have lots of fun in there and I do my sample sales and giveaways too! Here’s the link: www.facebook.xxxxxxx

Then, once they respond, you can respond with:

Yay! By the way, I'd love to get you and your friends together in a virtual ladies lounge for a 30 minute event like Sue's, and you can get your wishlist for free and 1/2 off. I have some dates open this month. Let me know what you think!
Xo Pamela

P.S. or in another message: I also think you would love the perks of being an ambassador. They are too good! Happy to share more info if you are interested!

Step #9: Final thank you to Hostess

Offer for her to upgrade her account to become an ambassador and double her rewards!

WTS: "Sue, Thank you so much for hosting the fun event! You earned \$200 in rewards plus 3 items at 1/2 off! Have you ever thought of upgrading your account to an ambassador account to take advantage of the perks? We have a fun Hostess bonus where your rewards actually double if you do that! They would be come \$400, and you would have access to deep discounts on top of that! Would love to have you, and I think you would love it too! Let me know what you think or if you have any questions! Thanks again for everything!! Xo Pamela."



**Can't wait to see you
tonight in our Virtual
Ladies Lounge!
Doors open at 5pm
PST (8pm EST) &
(Zoom link attached)**